

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CUSTOMER NO. 22927

Applicants: Walker *et al.*
Application No.: 09/540,214
Filed: March 31, 2000
Title: METHOD AND APPARATUS FOR CONDUCTING A
TRANSACTION BASED ON BRAND INDIFFERENCE

Attorney Docket No.: 00-006

Group Art Unit: 3622
Examiner: Arthur D. Duran

***Request for Continued Examination (RCE)
Pursuant to the Following Submission of an***

**AMENDMENT AND RESPONSE
to the Advisory Action mailed July 28, 2006, and further in response to
the Final Office Action mailed July 7, 2006**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Advisory Action mailed on July 28, 2006 and in further response to the Final Office Action mailed July 7, 2006, please enter the following amendments and consider the following remarks.